

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method performed by a server device, comprising:
receiving, by a processor of the server device, a search query;
~~determining~~ ascertaining, by the processor, a geographic location associated with the query;
~~determining~~ ascertaining, by the processor, a topic associated with the query;
selecting, by the processor, a set of documents based, at least in part, on the query;
determining, by the processor, a location sensitivity score that corresponds to a geographic range associated with the topic, where the geographic range reflects a geographic distance that differs for different topics;
determining, by the processor, topical scores for ~~[[a]]~~ the set of documents based, at least in part, on the query;
determining, by the processor, a distance score for each document in the set of documents based, at least in part, on the location sensitivity score and a measure of distance between a geographic location of a business associated with the document and the geographic location associated with the query;
generating, by the processor, search results associated with the set of documents; and
ordering, by the processor, the search results, associated with the set of documents, as a function of both the topical scores for the set of documents and the distance scores for the set of

documents.

2. (canceled)
3. (previously presented) The method of claim 1, where the function depends on the topical score and the distance score of each document in the set of documents.
4. (previously presented) The method of claim 1, where the topical score is higher for a more relevant one of the documents than a less relevant one of the documents, and the distance score is higher for one of the documents with the geographic location nearer to the geographic location associated with the query than another one of the documents with the geographic location further from the geographic location associated with the query.
5. (previously presented) The method of claim 4, where the function is a monotonic function of the topical scores and a monotonic function of the distance scores.
6. (previously presented) The method of claim 1, where the distance score is a monotonic function of the distance.
7. (currently amended) The method of claim 1, where the ordering the ~~set of documents~~ search results further comprises weighting the topical scores and the distance scores differently.

8. (previously presented) The method of claim 7, where a topic weight is applied to the topical scores and a distance weight is applied to the distance scores.

9. (previously presented) The method of claim 8, where the topic weights vary for different ones of the topical scores and the distance weights vary for different ones of the distance scores.

10. (previously presented) The method of claim 9, where at least some of the weights vary based, at least in part, on the query.

11. (previously presented) The method of claim 9, where at least some of the weights vary based, at least in part, on one of the topic or a keyword associated with the query.

12. (previously presented) The method of claim 1, where a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score higher than the first topical score and second distance score lower than the first distance score, a third document in the set of documents includes a corresponding third topical score higher than the first topical score and third distance score lower than the first distance score; and

where the ordering the set of documents includes ordering the second document higher than the first document and the third document lower than the first document.

13. (previously presented) The method of claim 1, where a first document in the set of documents includes a corresponding first topical score and first distance score, a second document in the set of documents includes a corresponding second topical score lower than the first topical score and second distance score higher than the first distance score, a third document in the set of documents includes a corresponding third topical score lower than the first topical score and third distance score higher than the first distance score; and

where the ordering the set of documents includes ordering the second document higher than the first document and the third document lower than the first document.

14. (currently amended) The method of claim 1, where the ordering the ~~set of documents~~ search results includes:

generating an overall score for each of the documents in the set of documents as a combination of the topical score and the distance score, and

ordering the search results, associated with the set of documents, based, at least in part, on the overall scores.

15. (canceled)

16. (canceled)

17. (previously presented) The method of claim 1, where the documents are web

pages.

18. (previously presented) The method of claim 1, where the documents are advertisements.

19. (currently amended) A ~~server device~~ system, comprising:

one or more devices comprising:

means for determining a geographic location associated with a query;

means for determining a topic associated with the query;

means for determining a location sensitivity score that corresponds to a geographic range associated with the topic, where the geographic range corresponds to a geographic distance that differs for different topics;

means for determining a distance score for each of a plurality of documents based, at least in part, on the location sensitivity score and a measure of distance between a geographic location to which the document is geographically relevant and the geographic location associated with the query; and

means for ~~arranging~~ ranking the documents based, at least in part, on the distance scores.

20. (currently amended) A ~~server device~~, comprising:

one or more devices comprising:

a document locator configured to:

receive a search query, and

identify a set of documents based, at least in part, on the search query;

a location component configured to:

determine a geographic location associated with the search query,

determine a topic associated with the search query, and

determine location sensitivity data that corresponds to a geographic range associated with the topic, where the geographic range corresponds to a geographic distance that differs for different topics; and

a ranking component configured to:

determine topical scores for the set of documents based, at least in part, on the search query,

determine distance scores for the set of documents based, at least in part, on the location sensitivity data, and ~~distances~~ measures of distance between geographic locations of businesses associated with the set of documents and the geographic location associated with the search query, and

rank the set of documents based, at least in part, on the topical scores for the set of documents and the distance scores for the set of documents.

21. (currently amended) The server ~~device~~ of claim 20, where the ranking component is further configured to order the set of documents based, at least in part, on the ranking of the set of documents.

22. (currently amended) A storage device containing instructions executable by at least one processor to perform a method, comprising that comprises:

- receiving a search query;
- identifying a geographic location associated with the search query;
- identifying a topic relating to the search query;
- determining a location sensitivity [[data]] score that corresponds to a geographic range relating to the identified topic, where the geographic range corresponds to a geographic distance that differs for different topics;
- identifying a set of documents based, at least in part, on the search query;
- determining a geographic location associated with at least one document in the set of documents;
- calculating a distance score based, at least in part, on the location sensitivity score and a measure of distance between the geographic location associated with the search query and the geographic location of a business associated with the at least one document; and
- ranking the at least one document in the set of documents based, at least in part, on the geographic location associated with the at least one document and the location sensitivity data distance score.

23. (currently amended) The ~~method~~ storage device of claim 22, where the location sensitivity data is determined based, at least in part, on a user profile associated with a user.

24. (currently amended) The ~~method~~ storage device of claim 22, where the location

sensitivity data is determined based, at least in part, on user behavior with regard to prior search results.

25. (canceled)

26. (currently amended) The ~~method~~ storage device of claim 23, where the ranking at least one document in the set of documents is based, at least in part, on the ~~geographic location~~ associated with the at least one document and the geographic range for the identified topic distance score and a topical score relating to a relevance of the at least one document to the search query, where the distance score and the topical score are weighted differently.

27. (previously presented) A system, comprising:

at least one server device configured to:

receive a search query,

determine a topic associated with the search query,

determine location sensitivity data that reflects a measure of relevance of geographically-based search results to the topic,

identify a set of documents based, at least in part, on the search query,

determine a geographic location associated with each document in the set of documents, and

score a document in the set of documents based, at least in part, on the geographic location associated with the document and the location sensitivity data.

28. (currently amended) A method performed by a server device, comprising:
analyzing, by a processor of the server device, a target document to identify a topic for the target document and a geographic location associated with the target document;
identifying, by the processor, targeting information for a plurality of advertisements;
comparing, by the processor, the targeting information to the topic to identify a set of potential advertisements;
determining, by the processor, a distance score for at least one advertisement in the set of potential advertisements using a geographic location of an advertiser location associated with the one advertisement and the geographic location associated with the target document;
ordering, by the processor, the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and
presenting, by the processor, at least some of the ordered set of potential advertisements within the target document.

29. (previously presented) The method of claim 28, further comprising:
ranking the set of potential advertisements based, at least in part, on the comparing; and
where the ordering the set of potential advertisements includes re-ranking at least some of the set of potential advertisements.

30. (previously presented) The method of claim 28, where the geographic location associated with the target document is based, at least in part, on a user that accesses the target

document.

31. (currently amended) A ~~server device~~ system, comprising:

one or more devices comprising:

means for identifying a topic for a target document;

means for identifying a location associated with the target document;

means for identifying targeting information for a plurality of advertisements;

means for identifying a set of potential advertisements based, at least in part, on the targeting information and the topic for the target document;

means for determining a distance score for at least one advertisement in the set of potential advertisements using an advertiser location associated with the at least one advertisement and the location associated with the target document;

means for ranking the set of potential advertisements based, at least in part, on the distance score of the at least one advertisement; and

means for presenting at least one of the ranked set of potential advertisements within the target document.

32. (currently amended) The ~~server device~~ system of claim 19, where the means for arranging the documents includes means for arranging the documents based, at least in part, on the distance scores and topical scores for the documents, where the topical score is higher for a more relevant one of the documents than a less relevant one of the documents, and the distance score is higher for one of the documents with the geographic location nearer to the geographic

location associated with the query than another one of the documents with the geographic location further from the geographic location associated with the query.

33. (previously presented) The system of claim 27, where when scoring the document, the at least one server device is configured to score the document based, at least in part, on the geographic location associated with the document, the location sensitivity data, and a measure of relevance of the document to the search query.

34. (currently amended) The ~~server device~~ system of claim 31, where the means for identifying the topic for the target document includes means for analyzing a content of the target document to identify the topic for the target document.